4 Ways to Build Confidence for TV, Radio and Podcast Interviews

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1. Know Your Key Message

- Know exactly what you want the audience to remember
- Prepare 2–3 clear messages before the interview
- Keep your language simple, direct and easy to understand
- When questions become broad or distracting, bring the answer back to your main point

2. Prepare for Tough Questions

- Think ahead about difficult topics, risks or criticism that may come up
- Prepare calm responses that acknowledge the question without becoming defensive.
- Use bridging phrases to move from a difficult question back to your key message.

3. Practise Like It’s a Real Interview

- Rehearse your answers out loud so they feel natural, not scripted.
- Record yourself to check your pace, tone, clarity and confidence.
- Practise short answers, because media interviews often allow limited time.

4. Control Your Voice and Body Language

- Speak at a steady pace and pause when needed instead of rushing your answer.
- Use confident posture, natural eye contact, and calm gestures during interviews.
- Avoid filler words such as “um,” “like” or “you know” where possible.
- A calm voice and controlled body language help you appear confident.

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How Media Training Helps

- Leaders get practical experience before they face real interviews.
- Teaches spokespeople how journalists think, ask questions and shape stories.
- Helps refine key messages, improve delivery and handle pressure calmly.

Ready to Speak with Confidence?

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